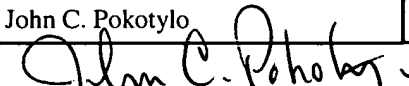


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UTILITY PATENT APPLICATION TRANSMITTAL		Attorney Docket No.	Google-41 (GP-099,00-US)	
		First Inventor	Ross KONINGSTEIN	
		Title	SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR ADVERTISEMENTS	
		Express Mail Label No.	EL997188685US	
APPLICATION ELEMENTS See MPEP chapter 600 concerning utility patent application contents.		ADDRESS TO: Mail Stop Utility Patent Application Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450		
1. <input type="checkbox"/> Fee Transmittal Form (e.g., PTO/SB/17) (Submit an original and a duplicate for fee processing)		7. <input type="checkbox"/> CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)		
2. <input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27.		8. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)		
3. <input checked="" type="checkbox"/> Specification [Total Pages 40] (preferred arrangement set forth below) <ul style="list-style-type: none">- Descriptive title of the invention- Cross Reference to Related Applications- Statement Regarding Fed sponsored R & D- Reference to sequence listing, a table, or a computer program listing appendix- Background of the Invention- Brief Summary of the Invention- Brief Description of the Drawings (if filed)- Detailed Description- Claim(s)- Abstract of the Disclosure		a. <input type="checkbox"/> Computer Readable Form (CRF)		
4. <input checked="" type="checkbox"/> Drawing(s) (35 U.S.C. 113) [Total Sheets 8]		b. Specification Sequence Listing on: <ul style="list-style-type: none">i. <input type="checkbox"/> CD-ROM or CD-R (2 copies); orii. <input type="checkbox"/> paper		
5. Oath or Declaration w/Power of Attorney [Total Pages] <ul style="list-style-type: none">a. <input type="checkbox"/> Newly executed (original or copy)b. <input type="checkbox"/> Copy from a prior application (37 CFR 1.63 (d)) (for continuation/divisional with Box 18 completed)c. <input type="checkbox"/> DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).		c. <input type="checkbox"/> Statements verifying identity of above copies		
6. <input type="checkbox"/> Application Data Sheet. See 37 CFR 1.76		ACCOMPANYING APPLICATION PARTS		
18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76: <input type="checkbox"/> Continuation <input type="checkbox"/> Divisional <input type="checkbox"/> Continuation-in-part (CIP) of prior application No.: _____ Prior application information: Examiner _____ Group Art Unit: _____ For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.		9. <input type="checkbox"/> Assignment Papers (cover sheet & document(s))		
		10. <input type="checkbox"/> 37 CFR 3.73(b) Statement <input type="checkbox"/> Power of (when there is an assignee) Attorney		
		11. <input type="checkbox"/> English Translation Document (if applicable)		
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		13. <input type="checkbox"/> Preliminary Amendment		
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		15. <input type="checkbox"/> Certified Copy of Priority Document(s) (if foreign priority is claimed)		
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Name		Straub & Pokotylo		
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Name (Print/Type)		John C. Pokotylo		Registration No. (Attorney/Agent) 36,242
Signature				Date December 31, 2003

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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Attorney Docket No.: **Google-41 (GP-099-00-US)**

Applicants: **Ross KONINGSTEIN et al.**

Serial No.: **Not yet assigned**

Filing Date: **Herewith**

Title: **SUGGESTING AND/OR PROVIDING TARGETING CRITERIA
FOR ADVERTISEMENTS**

Examiner: **Not yet assigned**

Group Art Unit: **Not yet assigned**

Mail Stop Utility Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

NON-PUBLICATION REQUEST UNDER 37 C.F.R. § 1.213

The applicants request that the above-referenced application not be published under 35 U.S.C. § 1.122(b).


The undersigned certifies that the invention disclosed in the application has not been and will not be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

The applicants reserve the right to file an application directed to the disclosed invention in another

country, or under a multilateral international agreement as permitted by 37 C.F.R. § 1.213(c).

Respectfully submitted,

December 31, 2003



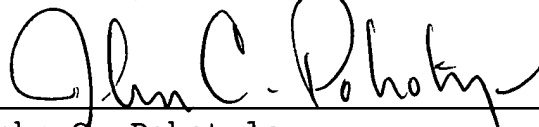
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Bldg. B, 2nd Floor
Tinton Falls, NJ 07724-3260

*****EXPRESS MAIL CERTIFICATION*****

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36,242

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